

ABSTRACT OF THE DISCLOSURE

A label for a product including an electronic display such as a liquid crystal display for displaying label information. The label information may include a company name or logo that identifies the source of the product, product information such as the material content of the product or care instructions, and manufacturer information. The label information can be contained in multiple screen images which can be stepped through by pressing a button or touch-sensitive area of the display. The display can also be programmed to display a series of related images in sequence to produce an animated logo.